

**THE EFFECTIVENESS OF USING INSTAGRAM
TO IMPROVE READING COMPREHENSION
ON DESCRIPTIVE TEXTS AT SMAN 2 PADANG PANJANG**

THESIS



*Submitted to Fulfill One of The Requirements
for Obtaining a Bachelor's Degree in English Language Education*

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2025**

DECLARATION

The undersigned declares that the thesis entitled "*The Effectiveness of Using Instagram to Improve Reading Comprehension on Descriptive Texts at SMAN 2 Padang Panjang*" is an original work that has never been submitted, either in part or in whole, for the award of any degree at any other institution. All sources of information from books, journals, articles, and other references used in this thesis have been properly acknowledged. Full responsibility for the content and originality of this thesis rests entirely with the author.

Padang Panjang, 25 August 2025

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APPROVAL PAGE

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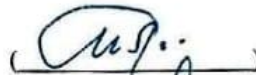
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ABSTRACT

Khairatun Nisa Salsabila, (2025). The Effectiveness Of Using Instagram to Improve Reading Comprehension on Descriptive Texts at SMAN 2 Padang Panjang.

This study aims to examine the effectiveness of using Instagram in improving students' reading comprehension of descriptive texts. The research employed a quantitative method with a one-group pre-test and post-test design. The sample consisted of 35 students from class XI F.6 at SMAN 2 Padang Panjang, selected through purposive sampling based on preliminary observations indicating low reading ability. The research instrument was a 20-item multiple-choice test measuring students' literal comprehension. Data were analyzed using descriptive statistics and the non-parametric Wilcoxon Signed-Rank Test due to the non-normal data distribution.

The results showed a significant improvement in the students' mean scores from 65.00 in the pre-test to 93.14 in the post-test. The Wilcoxon test yielded a significance value of 0.000 (<0.05), indicating a statistically significant difference between pre- and post-test results. These findings demonstrate that the use of Instagram can enhance students' motivation and engagement, making reading activities more interactive, relevant, and enjoyable. Technology-based learning media closely related to students' daily lives proved effective in developing descriptive text reading comprehension.

Keywords : Reading Comprehension, Descriptive Text, Instagram, Wilcoxon Test

ABSTRAK

Khairatun Nisa Salsabila, (2025). “Pengaruh Penggunaan Instagram dalam Meningkatkan Pemahaman Membaca Siswa Kelas XI di SMAN 2 Padang Panjang”.

Penelitian ini bertujuan untuk mengkaji efektivitas penggunaan media sosial Instagram dalam meningkatkan kemampuan pemahaman membaca siswa pada teks deskriptif. Penelitian ini menggunakan metode kuantitatif dengan desain one-group pre-test and post-test. Sampel penelitian terdiri dari 35 siswa kelas XI F.6 SMAN 2 Padang Panjang yang dipilih menggunakan teknik purposive sampling berdasarkan hasil observasi awal yang menunjukkan rendahnya kemampuan membaca siswa. Instrumen penelitian berupa tes pilihan ganda sebanyak 20 butir soal yang mengukur pemahaman literal siswa. Analisis data dilakukan dengan statistik deskriptif dan uji non-parametrik Wilcoxon Signed-Rank karena data berdistribusi tidak normal.

Hasil penelitian menunjukkan adanya peningkatan signifikan pada skor rata-rata siswa dari 65,00 pada pre-test menjadi 93,14 pada post-test. Hasil uji Wilcoxon menghasilkan nilai signifikansi 0,000 ($<0,05$), yang menandakan perbedaan signifikan antara hasil sebelum dan sesudah perlakuan. Temuan ini membuktikan bahwa penggunaan Instagram dapat meningkatkan motivasi dan keterlibatan siswa, serta menjadikan pembelajaran membaca lebih interaktif, relevan, dan menyenangkan. Media pembelajaran berbasis teknologi yang dekat dengan kehidupan sehari-hari siswa terbukti efektif dalam mengembangkan pemahaman membaca teks deskriptif.

Kata kunci : Pemahaman Membaca, Teks Deskriptif, Instagram, Uji Wilcoxon

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CHAPTER I

INTRODUCTION

A. Background of the Problem

Learning has a significant impact on students capacity for learning. Learning also has a significant impact on students' knowledge and mental processing abilities, particularly when it comes to reading, as proficient readers are better able to locate information from a variety of sources. In order to improve their reading abilities, students must also improve their second language proficiency.

One of the fundamental abilities that is crucial to learning English is reading. Reading enhances kids' vocabulary, grammar, and critical thinking abilities in addition to helping them comprehend the material. However, in reality, many high school students, especially tenth grade students, still have difficulties in understanding reading texts. This challenge can be attributed to a lack of interest in reading due to learning materials that are less interesting or irrelevant to their daily lives. Since reading is the most intricate and dynamic activity based on how each person interprets the material, it is crucial to build reading abilities. (Klimova & Zamborova, 2020).

In the digital era, according to Putri et al. (2021) Gadgets have become a part of daily life, especially teenagers and students. The students are more familiar with technology and social media than traditional books. However, many of them use it excessively, even preferring to play gadgets rather than study. Most of their time is spent sharing activities using gadgets. Social media has also become a major attraction, as almost everyone uses it, and it has now become an integral part of their lives.

Social media is a means of learning. According to Saputri (2021), using social media as a learning tool is very good because it is enthusiastic. Students are more encouraged to use social media because they are highly motivated to interact socially with their friends. Social media can also be utilized to help pupils get better at the English language. Social media can

effectively aid in the development of English language proficiency if handled sensibly and responsibly. (Mubarak, 2016).

Instagram is among the most widely used platforms among students. Instagram is not only used for entertainment but also has the potential as an educational medium. Various content, such as captions, short stories, and infographics can be interesting and relevant reading materials for students. By utilizing Instagram, reading lessons can become more interactive and fun.

Instagram has a straight forward and appealing design. Instagram allows users to contribute two primary types of content: images and videos. Instagram has millions of posted images and videos, including tutorials, personal activities, business, travel, and more. According to Handayani, (2018), Instagram is a social media application that can be used as a supporting tool in the learning process. The platform allows educators and students to share educational content in visual form such as photos, videos, infographics, or other interactive materials.

According to Ananda (2023), Instagram has become a new platform that provides various benefits for students in improving their reading comprehension. With Instagram, students can improve their reading skills without having to pay additional fees for courses.

Descriptive texts are one of the important types of texts that are expected to be understood by senior high school students. This type of text is used to describe people, places, or things in a way that helps students clearly imagine what is being explained. In reading descriptive texts, what must be considered are the characters, themes, settings, and place of the story.

Prior studies have demonstrated that educational materials that are relevant to students' everyday life can boost their motivation and interest in studying. In this regard, using Instagram posts as a teaching tool can be one way to assist kids in becoming better readers. In order to enhance students' reading comprehension during the teaching and learning process, Marini (2023) thinks Instagram can be utilized as one of the reading learning resources. Students can practice reading through interesting, accessible, and

simple-to-understand writing that suits their learning styles by incorporating Instagram content into the curriculum.

Given this context, the purpose of this study is to assess how well tenth-grade junior high school students' reading skills may be improved in a single learning session by using Instagram posts as a teaching tool. The research will also assess the degree to which this medium enhances pupils' reading interests and text comprehension. According to Spector et al. (2014) Technology-based interactive learning media can improve student understanding because it provides an engaging learning experience and actively engages students. Technology has a positive impact on education, such as collaborating, actively engaging in creative learning, and evaluating learning.

The researcher observed the students of SMAN 2 Padang Panjang and found tha the student's interest in learning English was low. This is because students are less motivated to learn. The researcher also discovered that a large number of pupils continued to struggle with reading comprehension. They face several reading problems, such as a lack of vocabulary and comprehension ability which causes students difficulty in comprehending the information presented in the text.

B. Identification of the Problem

According (Brown (2004) the main problem students face in reading is their low literal comprehension, such as identifying main ideas, important details, cause-and-effect relationships, and explicitly stated information. This issue is influenced by limited vocabulary, low motivation, lack of engaging learning media, and conventional teaching methods. Difficulties in literal comprehension hinder students from achieving higher levels of reading comprehension.

C. Limitation of the Problem

According to the highly comprehensive identification of the problem above, this study only focuses on effectiveness media that can improve students' reading comprehension. More specifically, the limitation of this

study lies in the scope of literal comprehension, which refers to students' ability to identify explicit information in descriptive texts.

D. Research Question

The researcher developed the problem based on the constraints of the aforementioned issues: How effective is the use of Instagram in improving students' literal comprehension on descriptive texts?

E. Purpose of the Research

To find out using Instagram instead of traditional descriptive text instruction improves students' literal comprehension.

F. Definition of Key Terms

1. Instagram

Instagram is a social media site that primarily facilitates the sharing of images and videos, enabling users to quickly publish, modify, and distribute visual content. Instagram, which was founded in October 2010 by Kevin Systrom and Mike Krieger, blends aspects of Telegram and Instant Camera to provide a quick and simple sharing experience (Jubilee Enterprise, 2016).

2. Descriptive Text

The goal of descriptive writing is to give a distinct picture of a person, location, thing, or event. It focuses on creating "word images" that engage the reader's senses and emotions, allowing them to visualize the subject matter clearly (Guzman, 1964).

3. Reading Comprehension

Reading has been defined as the process of understanding and building the meaning of written texts by relating them to the knowledge that the reader already has Suryani (2015). In this way, readers can gain new information and learn new things from the text read.